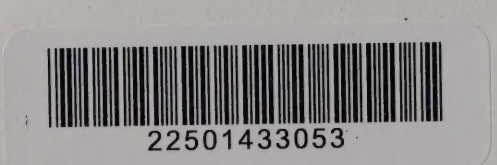
OPERATION CARPET

WELLCOME
LIBRARY
pam
QT 240
1947
G320



Why is

OPERATION CARPET

necessary?

Carpets nowadays are practically irreplaceable; and the situation isn't likely to alter for several years to come. New carpets are very scarce indeed. The few that can be bought are fantastically expensive. As a result, the value of good pre-war carpets has soared to the skies.

SO OBVIOUSLY anything that can be done to prolong the life and looks of a carpet is an outlay that pays for itself again and again: a small expense now to prevent a very large expense in the future.

Hence our Operation Carpet: our plan for cleaning carpets without removal—with the thoroughness, care and safety only possible when cleaning is carried out by *a trained team of operators.*

For, don't forget, while anyone can buy carpet-shampoo and carpet-shampooing machinery, it takes a great deal of close study and practical experience to know which type of carpet needs which type of cleaning; what sequence of operations to follow in each case; when to start and stop each stage of operations; and, above all, how to clean the most delicate textures and colours with absolute safety.

That is why our carpet Cleaning Service is unusual. Every man we employ on every assignment is a skilled operator specially trained for his part in the operation.

WHY DOES A CARPET WEAR OUT?

THE CHIEF CAUSE of the wear-and-tear of carpets, especially in large towns, is grit. Grit—together with grime, soot and other chemical impurities—infiltrates from the outside air, settles, is trodden in, and works into the pile of the carpet. The only remedy is periodic, careful cleaning. So (we make no apology for repeating what is so important) *regular scientific cleaning is a long-term economy.*

WHAT IS OUR PLAN OF CAMPAIGN?

We can clean and re-condition every size and sort of carpet (including fitted carpets) on site, without removal or disturbance. We can do this overnight or at the week-end, and your premises will be ready for use next day. Here is the order of operations.

1 We examine your carpets, classify them, decide exactly what treatment each carpet needs. (Is it Persian, Turkish, Chinese, Indian, Axminster, Wilton? Pile, woven? Close-textured, loose? Old, new? All these points affect our technique.)

2 By a special vacuum process we remove not simply surface dirt but ingrained grit and grime. This process goes right to the base of the pile.

3 Our skilled operators apply the Carpet Shampooing Machine, based on the rotary brush principle. Gently, evenly, thoroughly, the rapidly rotating brushes work into the pile a foamy, dirt-absorbing, special carpet-shampoo (based on the sodium higher alkali sulphates) which is entirely harmless to all textiles and has powerful de-greasing properties. This removes the grease and stains with which vacuum-cleaning cannot deal.

4 Now comes a second application of the vacuum process which removes all traces of the shampoo-mixture.

By this triple process (modified and determined by the nature and condition of each carpet) any carpet-fabric, however delicate, can be cleaned thoroughly but harmlessly, and the original colours, however subtle, can be restored to an astonishing extent.

With this booklet is a reply-card. Please let us know when we can send one of our representatives to discuss your needs and submit our estimate. Neither visit nor estimate leaves you under any obligation.

Finally—don't forget, the longer you put off regular carpet cleaning, the shorter the life of the carpets!

Here is our expert team in operation on the premises of one of our clients.

We do all sorts of other things, too

WE CAN TAKE OVER the regular cleaning and maintenance of offices and clubs from roof to basement. This service, like our carpet cleaning, is carried out by co-ordinated teams of trained operatives. Here are some of the things we do . . . . .

DAILY CLEANING, including sweeping, dusting, washing-up crockery, tidying and disposing of waste paper.

PERIODIC WINDOW-CLEANING by skilled men who specialise in this work.

VACUUM CLEANING with special high-powered cleaners of all upholstery, hangings and fitments as well as carpets.

WASHING-DOWN OF PAINTWORK with special soaps which restore its lustre and "bring it up" in a remarkable way. This can be done without licence.

COMPLETE SERVICE FOR FLOORS, so that your newly-cleaned carpets will not be shamed by a dingy surround. We can clean, and if necessary, repolish or even re-surface your floors.

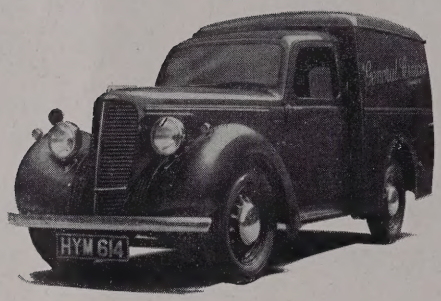
In fact, we can deal with any, or all, of your cleaning or renovating problems. We are specialists in the job and can cater for all your individual requirements. Our uniformed staff is fully covered by Insurance.

GENERAL SERVICES (LONDON) LTD.

18 RUPERT STREET, PICCADILLY CIRCUS, LONDON, W.1

GERrard 1174, 3521, 3522

Our Telephone No. is now
GERrard 5861
(4 Lines)



GENERAL SERVICES (LONDON) LTD.

18 *RUPERT STREET, PICCADILLY CIRCUS, LONDON, W.1*

GERRARD 1174, 3521, 3522

Our Telephone No. is now
GERrard 5881
(4 Lines)

HARRISON AND SONS, LIMITED, PRINTERS TO HIS MAJESTY THE KING, LONDON : HAYES (MX.) : HIGH WYCOMBE JUNE 1947